## STORING ADVERTISEMENTS

## Abstract of the Disclosure

Advertisements may be stored on a random access memory associated with a processor-based system. The

5 advertisements may be recorded in the course of recording audio or video content such as television programming.

Periodically (or on some other basis), the stored advertisements may be updated and replaced with current versions of the advertisements. In this way, when the

10 content is replayed, the most current advertisements are played.